

ABSTRACT OF THE DISCLOSURE

Disclosed is an image processing method and an image processing apparatus that improve quality of display images in different formats of a multi-format data broadcast image. The image processing method according to the present invention comprises the steps of: separating menu data, character data, still image data, and moving image data in a plurality of formats from a broadcast video signal; generating a layer image signal such that the image signal of data in each of the formats is superimposable on the data in the plurality of formats; and subjecting the superimposed layer image signal to adaptive image processing according to a preset parameter by means of an adaptive image processing unit. Therefore, by subjecting each layer to different image processing irrespective of the type and the format of the signal, it is possible to perform image processing adapted to each format.